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[FI/FI]; Paltamontie 22 B, FIN-90520 Oulu (FI). KIVELÄ,  
Jorma [FI/FI]; Haapanatie 36 A 5, FIN-90150 Oulu (FI).

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(74) Agent: **KOLSTER OY AB**; Iso Roobertinkatu 23, P.O.  
Box 148, FIN-00121 Helsinki (FI).

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(71) Applicant (*for all designated States except US*): **JUTEL  
OY** [FI/FI]; Teknologiantie 11, FIN-90570 Oulu (FI).

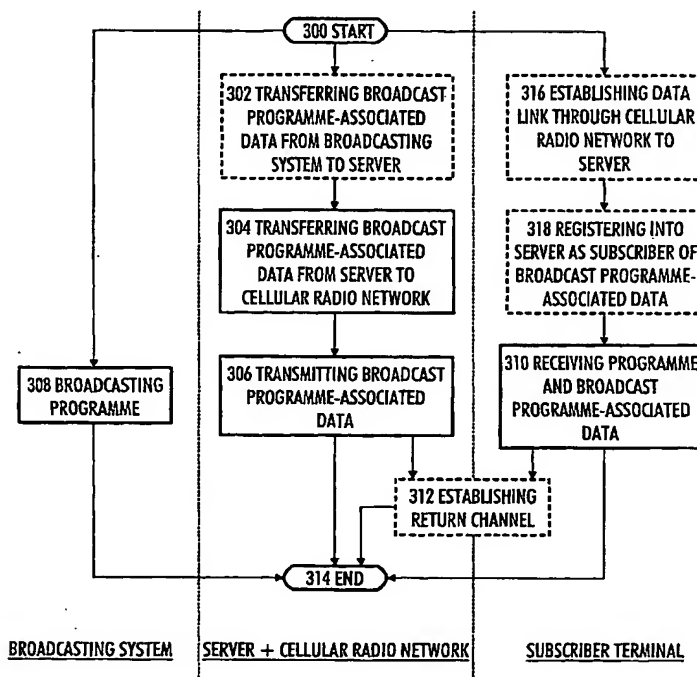
(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **ISOKOSKI, Arto**

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(54) Title: METHOD AND SYSTEM FOR BROADCASTING A PROGRAMME



(57) Abstract: The invention relates to a method and system for broadcasting a programme and to a subscriber terminal of a cellular radio network for receiving a programme. The method comprising: broadcasting (308) from a broadcasting system a programme over a broadcasting path of the broadcasting system; transferring (304) from a server broadcast programme-associated data to a cellular radio network; transmitting (306) from a base station of the cellular radio network the broadcast programme-associated data at a specific frequency defined for the cellular radio network in such a manner that the transmission of the broadcast programme-associated data is synchronized with the broadcasting of the programme; receiving (310) with a subscriber terminal of the cellular radio network the programme and the broadcast programme-associated data in such a manner that a programme receiver of the subscriber terminal receives from the broadcasting path of the broadcasting system the programme and a cellular radio network transceiver of the subscriber terminal receives the broadcast programme-associated data at a specific

frequency defined for the cellular radio network; and establishing (312) from the subscriber terminal a return channel through the base station to the server. The return channel is used to order a given programme for broadcasting at a specific frequency defined for the cellular radio network and/or the return channel is used to transfer to the server data related to a game to be played in the subscriber terminal.

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